

WHAT IS CLAIMED IS:

1. A method of providing dynamically updated audio data comprising:
5 downloading at least one multimedia file including audio advertisement data;
downloading configuration instructions; and
broadcasting said audio advertisement data in accordance with said
configuration instructions.

10 2. The method of Claim 1, further comprising:
downloading additional audio advertisement data; and
broadcasting said additional audio data in accordance with said audio
configuration instructions.

15 3. The method of Claim 2, further comprising:
interrupting said downloading of said additional audio data;
establishing a communication link; and thereafter
resuming said downloading of said additional audio data.

20 4. A method for providing audio advertisements for users of a
communication system comprising:
accessing a web site;
establishing a path for audio communications; and
receiving a first audio advertisement.

25 5. The method of Claim 4, further comprising receiving a second
audio advertisement.

30 6. The method of Claim 4, wherein said path for audio communications
comprises ITSP gateway, a PSTN and a remote receiver.

7. The method of Claim 4, wherein said web site provides graphical
advertisement and wherein said establishing of said path for audio communication is free
to select users.

8. The method of Claim 7, wherein subject matter of said first audio advertisement corresponds to advertising subject matter of said graphical advertisement.

5 9. The method of Claim 4, further comprising providing a plurality of audio advertisements to said user wherein said providing follows a predetermined sequence.

10. A method for advertising to users of a communications system which provides communications between a caller and destination audio receiver, the
10 method comprising:

accessing a web page using a browser;
retrieving audio advertisement processing information; and
downloading a first front audio advertisement and a first rear audio advertisement,
said front audio advertisement being playable to said caller before said caller
15 establishes a communication, said rear audio advertisement being playable after said caller terminates said communication.

11. The method of Claim 10, further comprising downloading additional audio advertisements.
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12. The method of Claim 10, further comprising displaying a graphical advertisement on said web page, said graphical advertisement corresponding to said front audio advertisement.

25 13. The method of Claim 10, wherein said audio advertisement processing information comprises audio advertisement identifiers, audio advertisement locations, graphical advertisement identifiers, and graphical advertisement locations.

30 14. The method of Claim 10, wherein said audio advertisement processing information comprises information defining a sequence and/or a frequency of audio advertisements to be played.

15. The method of Claim 10, further comprising:
establishing a communication link; and
playing said front audio advertisement.

5 16. The method of Claim 15, further comprising:
terminating said communication link; and
playing said rear audio advertisement.

10 17. The method of Claim 16, wherein said playing of said front and said rear
audio advertisement includes setting a graphical banner advertisement on said web page
having a graphical content which corresponds to an audio content of each of said
audio advertisements.

15 18. The method of Claim 10, further comprising:
establishing a first communication link;
playing said front audio advertisement;
terminating said first communication link;
playing said rear audio advertisement;
20 downloading a second front audio advertisements;
downloading a second rear audio advertisement;
establishing a second communication link;
playing said second front audio advertisement;
terminating said second communication link; and
25 playing said second rear audio advertisement.

30 19. The method of Claim 18, wherein said audio advertisement processing
information includes information for selecting said first front audio advertisement, said
first rear audio advertisement, said second front audio advertisement and said second rear
audio advertisement.

20. The method of Claim 18, wherein said playing of each of said front, and
said rear audio advertisements includes setting a graphical banner advertisement on said
web page having a graphical content which corresponds to an audio content of each of
said front and rear audio advertisements.

21. A system for dynamically providing advertising to users of a telephony service, the system comprising:

a communications module for providing communications between a caller and destination audio receiver; and

5 an audio advertisement module providing audio advertisement processing information, a first audio advertisement and a second audio advertisement, said first audio advertisement and said second audio advertisement being playable to said caller according to said processing information.

10 22. The system of Claim 21, wherein said first audio advertisement is playable before said caller establishes a communication, and said second audio advertisement is playable after said caller terminates said communication.

15 23. The system of Claim 21, wherein said audio advertisement module provides three or more audio advertisements.

20 24. The system of Claim 21, wherein said audio advertisement module provides a graphical advertisement on said web page, said graphical advertisement corresponding to said first audio advertisement.

25 25. The system of Claim 21, wherein said audio advertisement processing information comprises audio advertisement identifiers, audio advertisement locations, graphical advertisement identifiers, and graphical advertisement locations.

30 26. The system of Claim 21, wherein said audio advertisement processing information comprises information defining a sequence and/or a frequency of audio advertisements to be played.

27. The system of Claim 21, wherein said audio advertisement module causes a graphical banner advertisement to be set on said web page having a graphical content which corresponds to an audio content of each of said first and said second audio advertisements.